

# Leadership Conference on Civil Rights Education Fund

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National Media Education Campaign

LCCREF, HUD, NFHA, LCCR, Ad  
Council, Merkley Newman and Harty

# FOUR MAIN POINTS

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- ❑ Campaign
  - ❑ Collaboration within the civil rights community that produced the spots
  - ❑ Education of the Ad Council and the Advertising Agency
  - ❑ Success of the Campaign
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# Campaign Objective

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- ❑ Increase recognition and reporting of housing discrimination by making everyone aware of its illegality and widespread but subtle forms
  - ❑ Encourage victims to call the toll-free number and visit the website – [fairhousinglaw.org](http://fairhousinglaw.org)
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# Target Audiences

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- Primary – people most likely to encounter housing discrimination (the seven protected classes)
  - Secondary – All residents of the U.S.
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# Key Insights

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- ❑ Victims of discrimination often don't know they've been discriminated against
  - ❑ Being aware of what to look out for empowers people to spot it, report it and help stop it
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# Deliverables

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- ❑ Two Television and two radio spots in English and Spanish – “Accents” and “Do You Still Like Me”
  - ❑ Prints ads in English, Spanish, Arabic, Chinese, Hmong, and Vietnamese
  - ❑ Website – clearinghouse – [fairhousinglaw.org](http://fairhousinglaw.org)
  - ❑ Educational materials – CD with all the products
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# Collaboration

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- ❑ Public and private collaboration – HUD, LCCREF, LCCR, NFHA, the Ad Council, Ad Agency
  - ❑ National and local collaboration
  - ❑ Collaboration of expertise, and experience – fair housing, media, coalition building, community outreach
  - ❑ Collaboration among representatives of the targeted communities
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# Collaboration

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- ☐ NAACP
  - ☐ Catholic Archdiocese of Washington
  - ☐ American-Arab Anti-Discrimination Committee
  - ☐ American Association of Persons with Disabilities
  - ☐ Religious Action Center of Reform Judaism
  - ☐ National Council of La Raza
  - ☐ National Coalition for Asian Pacific American Community Development
  - ☐ National Council of Churches
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# Education of the Ad Council and Ad Agency

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- LCCREF and NFHA's role – education/sharing information
  - Ad Council/Ad Agency – Merkley Newman and Harty – digest the information and produce a spot that is engaging and gets it right.
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# Education

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- ❑ Cover all the protected classes
  - ❑ Demonstrate how subtle discrimination can be
  - ❑ Communicate that there is redress/someone does care
  - ❑ Do it in an engaging manner and within 60/30 seconds
  - ❑ TALL ORDER
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# Education

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- Tutorial – sharing background research including linguistic profiling and actual cases of housing discrimination
  - Actual case based on linguistic profiling – “that’s the ad.”
  - Success of the campaign rested on finding the right actor who could speak in numerous dialects in a manner that was believable and did not cross the line into stereotypes.
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# SHOW PSA

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- ☐ "ACCENTS" PSA
  - ☐ "DO YOU STILL LIKE ME"
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# Success of the Campaign

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- ❑ Spots were released in August 2003
  - ❑ In 2003, they generated \$10,236,000 in donated media – television and radio
  - ❑ The Accents spot won the Ad Council's Gold Bell Award for creative excellence – selected from among 40 campaigns
  - ❑ The radio spot "Accents" and the TV spot "Do You Still Like Me" in Spanish and English were selected as part of the Ad Council's partnership with Clear Channel
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# Success of the campaign

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- Spots were re-released in March 2004 in time for Fair Housing Month
  - response has been mostly positive
  - But, we do have some critics
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# Ongoing

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- ❑ Shelf life of campaign -- through the end of 2004
  - ❑ “Do You Still Like Me” in format that allows for local tagging
  - ❑ Fairhousinglaw.org -- menus of fair housing centers, and contact information of local public service directors – radio and television
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# Ongoing

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- ❑ Be in touch with local public service directors to promote airing of the spot
  - ❑ Offer local phone numbers, websites for the 25/5 television spot and to be read at the end of the radio spots
  - ❑ Offer your expertise – interviews, local statistics and research
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# Ongoing

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- ❑ Follow-up with the public service director especially when the issue is in the news, relevant anniversary, national or local event
  - ❑ Send new information, reports
  - ❑ Be persistent
  - ❑ Provide positive feedback when the spots are aired
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**FAIR HOUSING**

**IT'S NOT AN OPTION**

**IT'S THE LAW**

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